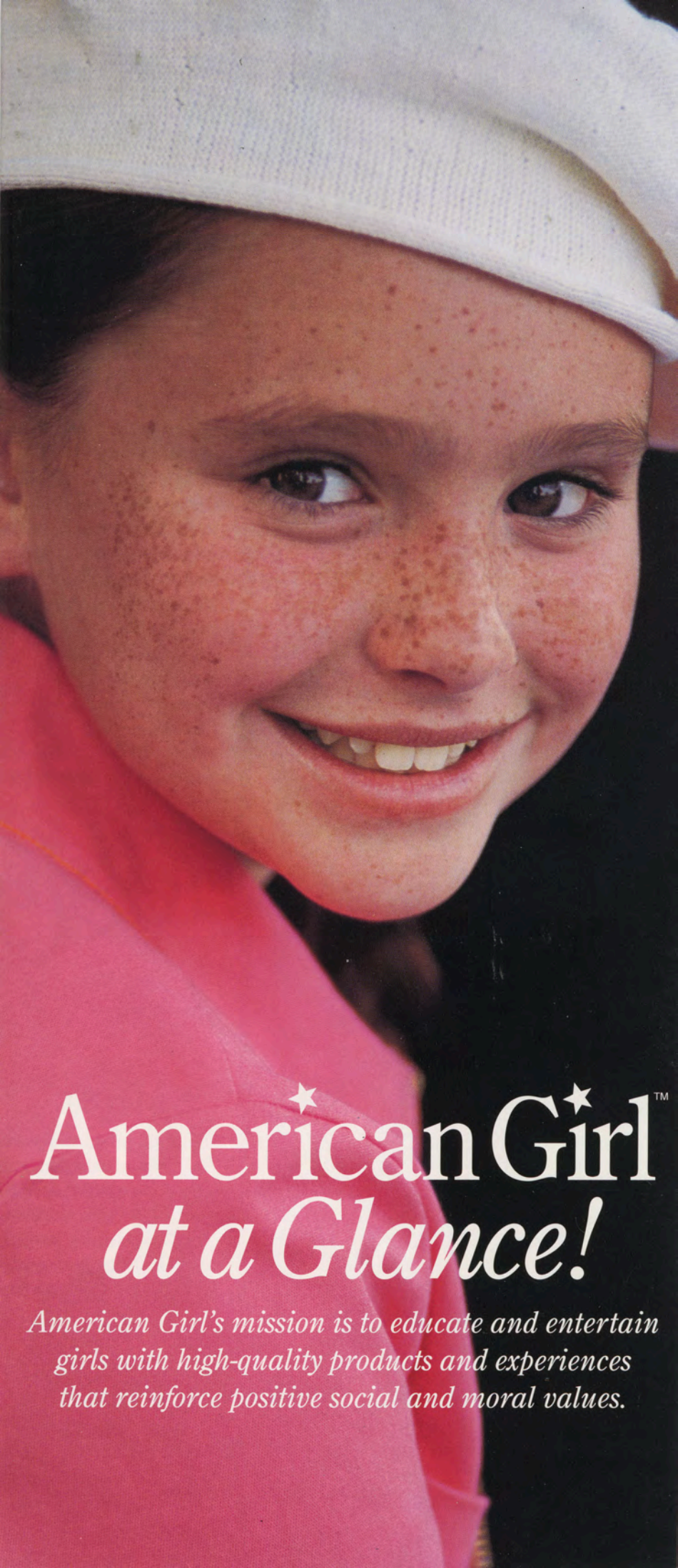


American Girl™ *at a Glance!*

American Girl's mission is to educate and entertain girls with high-quality products and experiences that reinforce positive social and moral values.

Corporate P

Pleasant Company's philanthropic efforts have genera
The company supports education, literacy, env
and fine arts for children through innovati

United Way

Each year during the holidays, Pleasant Company volunteers repair returned and damaged dolls and donate them to United Way for distribution to families in need. The company also makes yearly corporate contributions and supports an employee donation drive.

Charitable Donations

Through its charitable donations program, Pleasant Company donates dolls and books to help raise funds for nonprofit organizations that benefit children under 12. To date, the company has donated thousands of dolls and more than 100,000 books to schools, libraries, and service organizations like the International Book Bank.

Madison Children's Museum

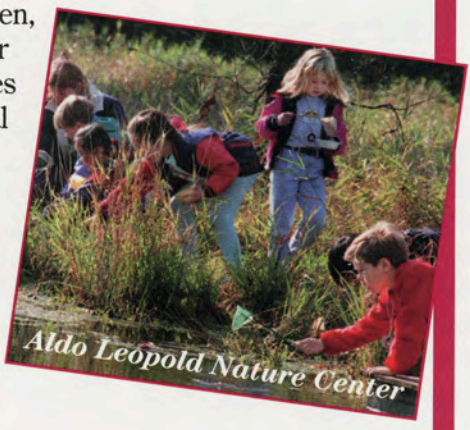
Pleasant Company donates seconds and returned merchandise to the Madison Children's Museum in Madison, Wisconsin, where volunteers refurbish the products and hold an annual benefit sale, which has raised several million dollars for the museum's operations since 1988. A percentage of the proceeds generated at the sale are returned to Pleasant Company and redistributed through its *Fund for Children,* the company's private foundation that provides grants for children's programs and services in Dane County, including the Aldo Leopold Nature Center and Pleasant Company OnStage!

Philanthropy

ated millions of dollars for children's charities nationwide.
ironmental awareness, multicultural appreciation,
ve partnerships with nonprofit organizations.

The Aldo Leopold Nature Center

Supported by the Fund for Children, The Aldo Leopold Nature Center in southern Wisconsin coordinates an environmental network of local nature-study sites and provides hands-on nature programs to schoolchildren of all ages. Related curriculum materials are also provided to schools across the state to enhance their education programs.



Pleasant Company Onstage!

Underwritten by a grant from the Fund for Children, *Pleasant Company OnStage!* A Performing Arts Series for Children provides world-class performances for school-age children in southern Wisconsin. Related classroom materials are provided to area schools to create an integrated learning experience for their students.

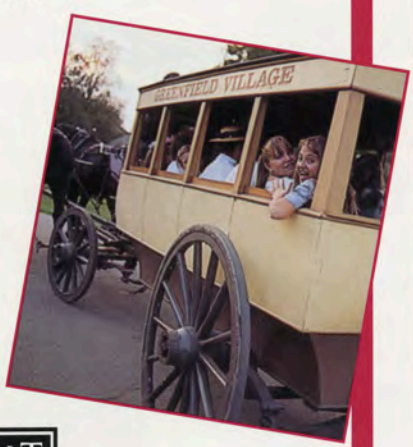
Special Programs

American Girls Events are turnkey fund-raising programs, hosted by non-profit organizations, that leverage the widespread appeal of The American Girls Collection to raise funds for children's charities around the nation. Blending learning with entertainment, each special event offers a unique, memorable experience for girls and their families and friends. Since 1992, the programs have generated millions of dollars for worthwhile causes nationwide. Nonprofit organizations license the rights from American Girl to produce and present the following programs:

- The American Girls Fashion Show®
- Samantha's Ice Cream Social®
- The American Girls Pastimes Party®
- Welcome Josefina!™

American Girls Museum Programs bring to life the worlds of the American Girls characters and deepen young girls' understanding of American history. These innovative programs are produced in cooperation with living-history museums across the United States:

- Felicity in Williamsburg
  Williamsburg, Virginia
- Kirsten at Gammelgården
  Scandia, Minnesota
- Samantha at Heurich House Museum
  Washington, D.C.
- Molly at Strawbery Banke Museum
  Portsmouth, New Hampshire
- Addy at Ohio Village
  Columbus, Ohio
- Samantha at
  Greenfield Village
  Dearborn, Michigan



PLEASANT COMPANY®
Makers of American Girl
8400 Fairway Place ★ Middleton, WI 53562-0998
Ph 608-836-4848 ★ Fax 608-836-1999
http://www.pleasantco.com

American Girl™

is the leading brand of Pleasant Company, founded in 1985 by Pleasant T. Rowland, a former educator and creator of educational materials. Rowland recognized an important niche in the market: there were few toys of quality based on positive values for young girls. She was determined to create a company that would celebrate all that is special about American girls—past and present.

The American Girls Collection™

The company's first product line was The American Girls Collection. Underlying the vision for the Collection was the hope that it would prolong and protect childhood for an audience of young girls who are constantly pressured to grow up too quickly.

American Girl TODAY™

Bitty Baby®

A.G. Gear™

Subsequent product lines include American Girl Today and A.G. Gear, reflecting the values, interests, and lifestyles of contemporary girls, and Bitty Baby, celebrating the littlest American girl.

These product lines include a variety of books, toys, and clothing to encourage the wholesome development of young girls ages seven and up.

The American Girl brand is dedicated exclusively to girls. In meeting its mission with a vigilant eye toward quality and service, Pleasant Company has earned the loyal following of millions of American girls and the praise and trust of parents and educators.

The America

The heart of The American of historical fiction that tell Felicity®, Josefina®, Kirsten®, during pivotal times in Ame each character allow reade experiences over the past 2 with six beautifully crafted 1 accurate accessories, clothing, and furniture. Together, the books and dolls inspire imaginative play and allow girls of today to explore the worl American Girls character o

C

A.G. Gear™

Age-appropriate and reason A.G. Gear includes fun fashio wear designed to mix and m encourages girls to express individual identity through clothing, lifestyle accessori activity kits, and active wea

Bitty Baby

Designed to teach y
caring for an infant, I
huggable baby dolls
storybooks. Bitty Ba
Bitty Bear®, is the st
book that focuses on
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an Girls Collection®

n Girls Collection is a series of 36 books
l the stories of six lively characters—
, Addy®, Samantha, and Molly®—who lived
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225 years. The stories are brought to life
18-inch dolls, along with historically

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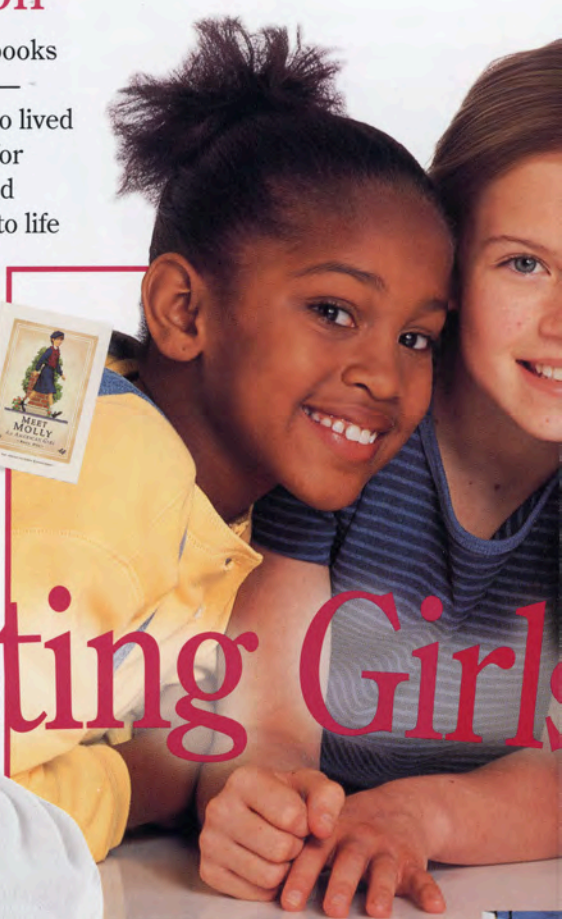
of yesterday.



elebrating Girls

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match. A.G. Gear
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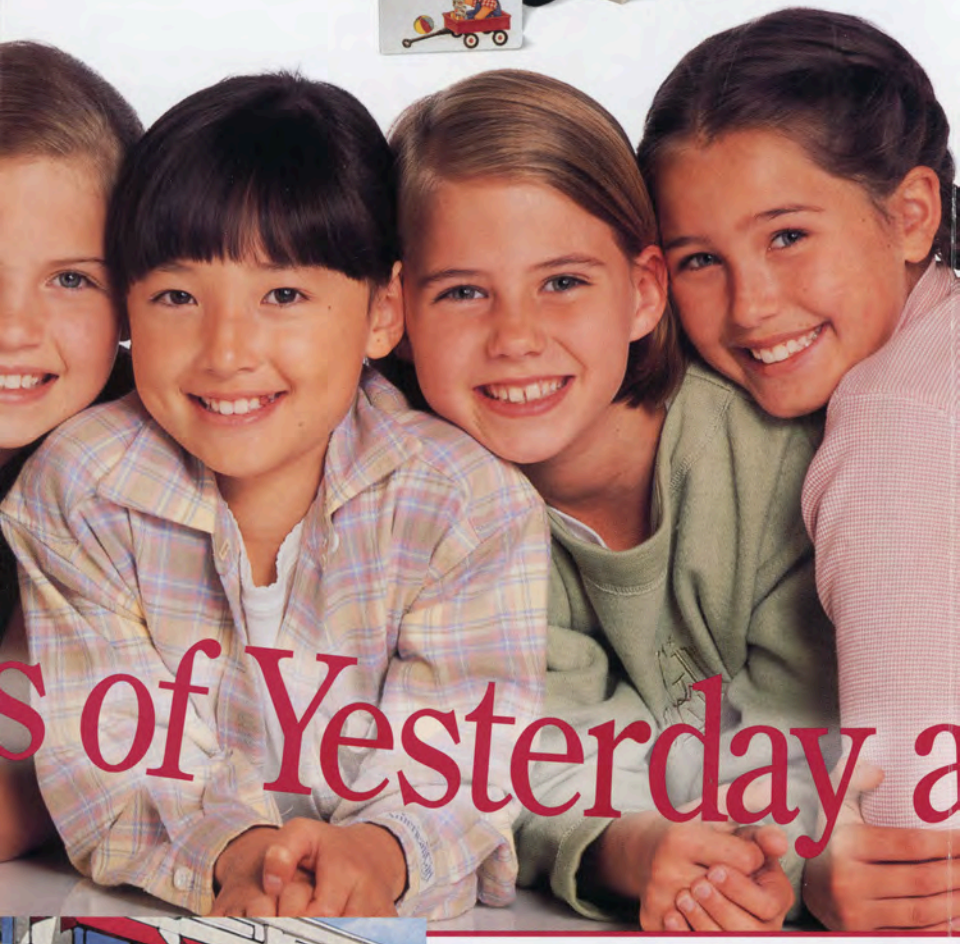
oung girls about nurturing and Bitty Baby features a line of soft, s with accessories and interactive aby's tiny plush companion, ar of each miniature board such daily child-care activities nd bedtime. Each tiny book inated outfit and accessories Bitty Bear.



s of Yesterday a

American Girl Place™

Located across from Chicago's historic Wat Tower, American Girl Place provides a magi experience for girls. Boutiques feature the complete line of American Girl dolls, books, clothing, and accessories. Girls and their gu can also enjoy fun and fancy dining in the Ca and attend the Theater to watch *The Americ Girls Revue*,™ an inspiring musical that bring life the characters and stories of The Americ Girls Collection.

American Girl™

American Girl®

This bimonthly, advertising-free magazine sparkles with the best of fiction and nonfiction and includes games, activities, puzzles, sports tips, and party plans for today's American girl.

American Girl Library®

Inspired by the favorite features in *American Girl* magazine, American Girl Library is a line of bestselling advice and activity books that reflect the spirit of girls today. The lively collection of books covers topics including friendship, health and hygiene, party planning, decorating ideas, cooking, moneymaking, and manners.

nd Today!

American Girl Today™

A selection of 20 different dolls reflects cultural diversity, while contemporary clothing and accessories represent the broad range of interests and activities of girls today. The American Girl Today line shows today's girls that they are part of history, too.